

### **Goal #3: Building Membership**

#### **CITRUS CHAPTER – Harry Hood, President**

Objective #1: By October 31 we will have established a core group of ten committed members who are willing to establish a renewed Citrus Chapter. Implementing Activity: We will establish personal communication by phone or by personal meeting with each member of the Chapter and explore the questions: “Why did you join UNA?” and “What would you like to see happen?” We will include the names of members who did not re--new this past year. It is important that they feel good about what we are trying to do.

Objective #2: Before Christmas Break, we shall have promoted the United Nations Association within the community of Riverside and Redlands for an additional twenty members at least. Implementing Activity: We intend to promote UNA within the City of Riverside with thousands of flyers on UNA, with newspaper announcements, by announcements at some forty community organizations and clubs and senior centers, etc. This promotion will be done in a way that has not been done before in Riverside. We already have personal contact with some thirty organizations.

Objective #3: By Christmas we shall re-establish our contact with The Programs of Model United Nations that are and have been active in UCR. We will also investigate the request from Ramona High School, which has organized a Model United Nations, and is asking to join with Citrus Chapter. Implementing Activity: It is our goal to join forces with these Programs at UCR, which has been very active, and investigate what can be done at other four Universities in Riverside. This might take some time, but these youth groups are part of our goal.

#### **COASTLINE CHAPTER – Carl Mariz, President, and Diane Gonzales, Executive Director**

Objective #1: Increase chapter membership by 30% by the end of 2007. Implementing Activity: Regular distribution of newsletters to both lapsed and current members.

Objective #2: Outreach to our logical, expected partners – education, peace & justice NGOs. Implementing Activity: Call on UCI, Saddleback College, IVC and high schools with Model UNs. Add NGOs to mailing list and make direct contact.

Objective #3: Plan outreach to unexpected partners – especially cultural NGOs. Implementing Activity: Fund-raising event with local Art Museum.

#### **HARBOR AREA CHAPTER – Bart Tendick, President**

Objective #1: Enlarging Chapter membership and Board membership, with an emphasis on younger Board members. Implementing Activity: Chapter has hired Diane Gonzales as the Executive Director for the Harbor, Long Beach, and Coastline Chapters.

Objective #2: Planning activities and events for fund-raising, Chapter growing and advocacy and informational purposes. Implementing Activity: Executive Director will cooperate with the three chapters in the planning and production of such events.

#### **LONG BEACH CHAPTER – Kristine Kelly, President and Erle Kelly, Vice President**

Objective #1: Build relationships with key local communication channels to advertise and promote our events. Implementing Activity: Identify local newspapers, magazines and cable TV and develop relationships with key contacts that will publish our events.

Objective #2: Participate in local events that will have “cross-over” UNA appeal. Implementing Activity: Develop handouts for target audience at 4-6 identified events that give reasons and benefits to joining UNA and man a booth and/or table.

Objective #3: Obtain more local community exposure through cable TV. Implementing Activity: Develop relationships with local interviewers to be invited onto their local cable community talk shows to discuss high profile subjects and/or upcoming programs.

ORANGE COUNTY CHAPTER – Valorie Hafner, President  
(E-mail of August 18 and Phone Call of September 8 indicate Board’s time has focused on UNICEF suspension of greeting card consignments as well as substantial store rental increase. Closure of shop is scheduled for January and UNA is seeking new location. A very abbreviated Action Plan was submitted.)

Objective #1: Membership education outreach. Implementing activity: New Board member has assumed this assignment and plans to organize and lead coffee sessions at people’s residences for discussion of United Nations and UNA organization, specific concerns and issues.

Objective #2: Plan more membership events

Objective #3: Prompt and personal response to new members.

Objective #4: Prompt response to all who show interest in UNA and involvement with chapter activities.

PASADENA/FOOTHILLS CHAPTER – Sherry Simpson Dean, Executive Director

Objective #1: Increase membership by 200 new members by December 2006. Implementing Activity: *Gift with Membership Events* – Execute monthly events at which the cost of admission is the first time membership fee of \$25. The event then becomes a gift with membership to paid participants. We have piloted this very successful program with Ellen Snortland’s one woman show as a gift with membership. *Large Scale Events* provide enrollment opportunities and visibility. The upcoming “Africa Conference” will increase our outreach considerably. We have already expanded our database in the last month with over 100 new contacts. This will be increasing exponentially in the next six months. Sources for these contacts include the over 30 non-profit organizations that are cooperating with us in the development of the conference. Increased outreach and inclusion of diverse groups with strategic alliance will be able to strengthen core membership. This has already begun to occur through the success of Ellen Snortland’s *Now that She’s Gone, Unraveling the Mystery of My Mother.*”The Annual Meeting and the proposed Town Hall Meeting are excellent examples of other venues that will drive membership.

Objective #2: Increase Renewal Rate/Greater Member Retention. Implement Activity: *Phone Tree and Computer Renewal notification.* Nurture the current membership with personal attention including in person activities with direct Board contact. It may be simple, but it’s effective – a phone tree to reach every member with announcements of chapter activities. Continue to attract new and diverse members with an emphasis on local campuses and large scale events. Create systems to avoid member attrition including database management of renewal dates and email reminders sent to members at least one month prior to membership expiration. *Open House* Held May 2006 to welcome our membership to our new offices at the Western Justice Center. While the community was invited, the focus of the event was to develop greater relatedness with our members and to encourage their greater participation in all that we do. This includes a focus on introducing them to upcoming projects and to invite them to participate in specific ways. Engagement is the key to keeping the organization thriving. This event will be the first of many and an opportunity to meet the new Board of Directors and the Executive Director. Special phone invitations will be made to the members.

The Executive Director will work with the Board to develop an appropriate strategy for assigning member calls.

Objective #3: Build Strategic Alliances. Implementing Activities: It is essential that our Executive Director and Board continue to support the organizational activities of our fellow groups on the Council of Organizations and those of our sister UNA Chapters in the UNA Southern California Division. The Executive Committee and the Executive Director are responsible for communicating regularly with these entities and building the relationship. The Board can support this by participating in the activities of these other groups on a regular basis and at the Board's discretion; provide calendar updates to promote related events on our website.

*Membership Enrollment Pitch:* This should be standardized and given at each UNA event as well

As communicated at other community events Each activity of the organization should allow a 5-10 minute enrollment pitch for membership. Every non-member in attendance should be given the brochure. The membership announcement should include how to fill it out and how to complete registration. *We should be able to address benefits of membership* – By joining, you are helping to strengthen and to support the United Nations; our quarterly newsletter and monthly e-news updates; invitation to participate on standing committees of the UNA Pasadena Chapter; invitation to attend all local events; participation in national activities such as the Annual Member Day at the UN and UNA Day on Capitol Hill; invitation to participate in international exploratory trips organized by the Chapter.

POMONA VALLEY CHAPTER – Mel Boynton, President

Objective #1: Develop programs that will interest and attract new members. Implementing Activity: Advertise and hold monthly programs and meetings with speakers on international subjects. Make membership materials available at all UNA events and ask all Board members to recruit at least one new member each year.

Objective #2: Regularly publish a Chapter newsletter. Implementing Activity: Appoint newsletter editor. Work in cooperation with other non-profits to share costs and content of newsletter. Work toward options for electronic distribution of newsletter for those that prefer. Use newsletter to promote membership (i.e., include membership form).

Objective #3: Maintain membership contacts and personalize renewals. Implementing Activity: Target yearly membership goals including specific groups to recruit from and individuals to enroll. Advertise ways members can participate in and benefit UNA. Use membership cards to build value (e.g., listing MDGs on back of cards). Provide renewal incentives. Have a Membership Chair on Chapter Board. Membership Chair checks annually with national UNA for accurate member data and new contacts.

SAN DIEGO CHAPTER – Ravi Shah (Intern) for Katharine Kubichan, President

(Below is not divided by Objectives and Implementing Activity.)

To attract, mobilize, and sustain new and current members to participate in UNASD-related events. [Members need to be actively involved.]

\*Strong communication and advertising through email, community outreach, marketing

on campuses and constant membership contact.

\*Monthly events such as UN Day, UN Charter Day, Water for Life event, International Career Day, International Peace Walks, iYAP, Earth Day, December nights, Intern-lead Projects.

\*Colorful and artistic campaigns [Art Miles Mural Project]

Form UNA Student Alliance Groups at local universities to mobilize students and young professionals to support UNASD and the United Nations

\*UNASD interns and volunteers at local universities to start and expand UNA Student Alliance orgs to reach out to students interested in international affairs, development, and the United Nations.

\*Host weekly general body meetings to maintain membership contact.

\*Monthly event that promotes the UN (i.e., monthly film festival, international career day, UNICEF fundraisers)

\*Provide incentives to join UNASD and UNA-USA by offering discounts for community events, internship, volunteer, and career networking opportunities.

Diversify membership by reaching cultural organizations, ethnic groups, various nonprofits, and local schools.

\*Schedule meetings, information and idea sharing, and exchange contacts.

Launch of community mapping project to identify organization that Model UN related activities and values to build stronger relationships in the future.

Establish monthly email listserv sent out to members and nonmembers to promote UNASD and other international events in the community.

Maintain contact with national headquarters for new contacts and membership development.

Promote newly formed iYAP to international community, which currently has 150-200 members.

Revamp current membership system so records are easily updated and communication is simplified.

\*Move current database (Excel) to Database.

SAN FERNANDO VALLEY CHAPTER – David Tuckman, President

Objective #1: Regularly publish chapter newsletter. Implementing Activity: Have chapter Board provide information on events and articles to our newsletter chair and address the newsletter at all Board meetings. Board will help compile mailings.

Objective #2: Maintain membership contacts and personal renewals. Implementing Activity: Have treasurer and newsletter chair and Director of Membership maintain the list and send renewal reminders.

Objective #3: Have a membership chair on the Board. Implementing Activity: Have membership chair work on recruitment and membership events, including YPIC.

SANTA BARBARA CHAPTER – Catherine Dishion, President

Objective #1: Have a membership chair and hold quarterly programs with speakers. Implementing Activity: Public is invited and we try to recruit members with brochures and sign-up lists.

Objective #2: Send newsletter quarterly. Co-sponsor events with other organizations and non-profits. Implementing Activity: We try to persuade organizations to join us as committee, as we did with UNESCO.

SOUTHERN CALIFORNIA DIVISION - Ardishir Rashidi-Kalhur, President

Objective #1: To build chapters. Implementing Activity: Using San Luis Obispo Chapter formation process, identify areas within the Division and plan for creation of new chapters.

Objective #2: Provide more public visibility for UNA. Implementing Activity: Now that there are paid positions at limited levels and chapter, these chapters can have UNA booths at fairs, festivals and public events to introduce UNA and distribute membership forms.

Objective #3: Media Exposure Implementing Activity: Division members and leaders can initiate letter campaign for publication in their local newspapers and request appearance on radio talk shows. For example, I have appeared on two radio talk shows since my presidency.